

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Kristin Coit et al	Art Unit	: 3688
Serial No.	: 10/814,102	Examiner	: Daniel Lastra
Filed	: March 31, 2004	Conf. No.	: 5180
Title	: IMPROVING ADVERTISEMENT APPROVAL		

**MAIL STOP AF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JULY 16, 2010

Please amend the above-identified application as detailed below and consider the following remarks.

Amendments to the claims are reflected in a listing of claims beings on page 2 of this paper.

Remarks begin on page 8 of this paper.